

ORDER



Orders

Order / Rev: 704812

Alt Order #: 06262918

Product Desc: DCCC

Estimate: 1472

Flight Dates: 09/18/12 - 09/24/12

Original Date / Rev: 08/06/12 / 08/06/12

Order Type: Political

KXTV

Primary AE: Jim Quinn

Sales Office: T-PHI

Sales Region: NAT

Agency

Name: Great American Media/ POL

Buying Contact:

Billing Contact:

1010 Wisconsin Ave. NW, Ste. 800

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Democratic Congressional Campaign

Demographic: A35+

Product Codes: IS-Candidate/US House

Priority: P-5

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	66	\$53,685.00	\$45,632.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	66	\$53,685.00	\$45,632.25	0.00
Totals	66	\$53,685.00	\$45,632.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KXTV	22%	\$53,685.00
Market	100%	\$244,022.73

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBSV	0%	\$0.00
KCRA	25%	\$61,005.68
KFTL	0%	\$0.00
KMAX	4%	\$9,760.91
KOVR	27%	\$65,886.14
KQCA	1%	\$2,440.23
KSPX	0%	\$0.00
KTXL	21%	\$51,244.77
KUVS	0%	\$0.00
KVIE	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXTV	09/18/12	09/21/12	The View	CM	10-11am	- TWTF - -	:30	3	\$510.00	P-2	0.00	NM	3	\$1,530.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE THE VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	- TWTF - -			3			\$510.00		0.00			
E 2	KXTV	09/18/12	09/21/12		CM	1135p-1206xm	- TWTF - -	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00

Order / Rev: 704812
 Alt Order #: 06262918
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Democratic Congressional Campaign Cc
 Product Desc: DCCC
 Estimate: 1472

KXTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Nightline														
Nightline														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE NIGHTLINE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	- TWTF - -				2	\$700.00		0.00			
E 3	KXTV	09/18/12	09/21/12	2-230p	CM	2-230p - TWTF - -	:30	3	\$325.00	P-2	0.00	NM	3	\$975.00
Jeopardy 2														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE JEOPARDY II FTC: 9/10/12														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	- TWTF - -				3	\$325.00		0.00			
E 4	KXTV	09/18/12	09/21/12	230-3p	CM	230-3p - TWTF - -	:30	3	\$325.00	P-2	0.00	NM	3	\$975.00
Who Wants to be a Millionaire														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE MILLIONAIRE FTC: 9/10/12														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	- TWTF - -				3	\$325.00		0.00			
E 5	KXTV	09/18/12	09/21/12	M-F 4-5p	CM	4p-5p - TWTF - -	:30	4	\$650.00	P-2	0.00	NM	4	\$2,600.00
Ellen														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	- TWTF - -				4	\$650.00		0.00			
E 6	KXTV	09/18/12	09/24/12	5p News10	CM	5-530p MTWTF - -	:30	5	\$850.00	P-1	0.00	NM	5	\$4,250.00
News10 @ 5p														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE NEWS 10														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	MTWTF - -				5	\$850.00		0.00			
E 7	KXTV	09/18/12	09/21/12	M-F 5-6am	CM	5-6a - TWTF - -	:30	4	\$135.00	P-1	0.00	NM	4	\$540.00
News10 Good Morning @ 5am														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE NEWS 10 GOOD MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	- TWTF - -				4	\$135.00		0.00			
E 8	KXTV	09/18/12	09/21/12	ABC World News Tonight	CM	530-6p - TWTF - -	:30	4	\$1,000.00	P-1	0.00	NM	4	\$4,000.00
ABC World News Tonight														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE ABC NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	- TWTF - -				4	\$1,000.00		0.00			
E 9	KXTV	09/18/12	09/24/12	6p News10	CM	6-630p MTWTF - -	:30	5	\$900.00	P-1	0.00	NM	5	\$4,500.00
News10 @ 6pm														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE NEWS 10														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	MTWTF - -				5	\$900.00		0.00			
E 10	KXTV	09/18/12	09/21/12	M-F 6-7am	CM	6-7a - TWTF - -	:30	4	\$265.00	P-1	0.00	NM	4	\$1,060.00
News10 Good Morning @ 6am														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE NEWS 10 GOOD MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	- TWTF - -				4	\$265.00		0.00			
E 11	KXTV	09/18/12	09/24/12	M-F 630-7p	CM	630-7p MTWTF - -	:30	5	\$1,125.00	P-2	0.00	NM	5	\$5,625.00
Jeopardy														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE JEOPARDY II														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	MTWTF - -				5	\$1,125.00		0.00			
E 12	KXTV	09/18/12	09/24/12	M-F 7-730p	CM	7-730p MTWTF - -	:30	4	\$1,105.00	P-1	0.00	NM	4	\$4,420.00
Wheel														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE WHEEL OF FORTUNE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	MTWTF - -				4	\$1,105.00		0.00			
E 13	KXTV	09/18/12	09/24/12	M-F 7-9am	CM	7-9a MTWTF - -	:30	6	\$225.00	P-2	0.00	NM	6	\$1,350.00
GMA 7-9am														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GOOD MORNING AMERICA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/18/12		09/18/12	09/24/12	MTWTF - -				6	\$225.00		0.00			
E 14	KXTV	09/18/12	09/24/12		CM	730-8p MTWTF - -	:30	3	\$900.00	P-1	0.00	NM	3	\$2,700.00

KXTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 730-8p															
Inside Edition															
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			3		\$900.00		0.00				
E 15	KXTV	09/24/12	09/24/12	Mon Prime Other	CM	8-10p	M-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
DWTS															
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE DANCING WITH THE STARS PREMIERE 9/															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	M-----			1		\$10,000.00		0.00				
E 16	KXTV	09/22/12	09/22/12	News10@ 6pm Sat	CM	6-630p	-----S-	:30	1	\$250.00	NON	0.00	NM	1	\$250.00
News10@ 6pm Sat															
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S-			1		\$250.00		0.00				
E 17	KXTV	09/22/12	09/22/12	Sat News 6-7a	CM	6-7a	-----S-	:30	1	\$110.00	P-4	0.00	NM	1	\$110.00
News10 Sat @ 6a															
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE NEWS10 GOOD MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S-			1		\$110.00		0.00				
E 18	KXTV	09/23/12	09/23/12	News10@ 6pm Sun	CM	6-630p	-----S	:30	1	\$450.00	NON	0.00	NM	1	\$450.00
News10@ 6pm Sun															
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			1		\$450.00		0.00				
E 19	KXTV	09/23/12	09/23/12	Sun News 8-9a	CM	8-9a	-----S	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
News10 Sun @ 8a															
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE NEWS10 GOOD MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			1		\$300.00		0.00				
E 20	KXTV	09/18/12	09/23/12	News10 @ 11pm	CM	11-1135p	-TWTFSS	:30	5	\$790.00	P-2	0.00	NM	5	\$3,950.00
News10 @ 11pm															
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE NEWS10 @ 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	-TWTFSS			5		\$790.00		0.00				
E 21	KXTV	09/19/12	09/19/12	Wed Prime A	CM	8-9p	--W----	:30	1	\$2,700.00	P-2	0.00	NM	1	\$2,700.00
Middle/Suburgatory															
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE THE MIDDLE/SUBURGATORY: REPEATS L															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--W----			1		\$2,700.00		0.00				
Totals														66	\$53,685.00